

## **Approved Audits/Applications Committee 12/17/08**

**Organization Name: MISSOURI RIVER COUNTRY**

**Project Name: Consumer Exhibiting/Northwest Sportshow  
Minneapolis, MN**

**Application Completed by: Carla Hunsley, Executive Director**

**Date: December 12, 2008**

**Approval Requested**

  X   **Final**

       **Preliminary**

**Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.**

Missouri River Country requests \$3475 from our Consumer Exhibiting, Trade Show funds (\$10,000) to reserve a booth space for the Northwest Sportshow in Minneapolis, MN, as well as pay for expenses such as transportation, motel, freight and meals and any misc. items associated with board members exhibiting there.

Minnesota is high on Missouri River Country's list of target markets. Highway 200 is busy in the summer with Minnesota travelers. We want to get these people to spend time in Missouri River Country. We feel that by showing them what we have to offer, we won't be just a drive through region.

Missouri River Country needs to get our area known. The board of directors are carefully picking areas to target to get Montana and Missouri River Country recognized.

The Northwest Sportshow in Minneapolis lasts for 4 days. Show dates are March 12-15, 2009.

### **Objectives**

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- 1.1.c Develop five targeted packages for show attendees.
- 1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.

**Refer to the portions of your marketing plan, which support this project.**

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities. The Warm Season is identified as April – October.
- 2) Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- 4) Increase awareness of Missouri River Country and the organization's role in regional tourism development.
- 5) Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park.
- 6) Promote regional conventions, events and shopping.

**How does this project support the Strategic Plan?**

Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.  
Address management and access issues for sustainable recreation on private, state and federal lands.  
Enhance and preserve Montana's culture and history.

You may put additional information on the back if necessary.

**Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.**

**Detail pages attached    Yes**

**(You are not required to use these forms; however, all of the information must be provided in your application for full approval)  
Budget page must be attached for approval.**

**REGION/CVB PROJECT BUDGET**

Consumer Exhibiting

Northwest Sportshow-Minneapolis, MN

|                                     | <b>State Tourism Funds</b> |          | <b>Other Funds</b> |          | <b>Total</b>   |
|-------------------------------------|----------------------------|----------|--------------------|----------|----------------|
| <b>PROFESSIONALSERVICES:</b>        |                            |          |                    |          |                |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
| <b>TOTAL</b>                        | <b>\$0</b>                 |          | <b>\$0</b>         |          | <b>\$0</b>     |
| <b>MARKETING/ADVERTISING:</b>       |                            |          |                    |          |                |
|                                     |                            | +        | \$0                | =        | \$0            |
|                                     |                            | +        | \$0                | =        | \$0            |
|                                     |                            | +        | \$0                | =        | \$0            |
| <b>TOTAL</b>                        | <b>\$0</b>                 |          | <b>\$0</b>         |          | <b>\$0</b>     |
| <b>TRAVEL:</b>                      |                            |          |                    |          |                |
| Freight/Shipping                    | \$50                       | +        | \$0                | =        | \$50           |
| Booth Space                         | \$875                      | +        | \$0                | =        | \$875          |
| Transportation                      | \$750                      | +        | \$0                | =        | \$750          |
| Meals (dinner receptions)           | \$600                      | +        | \$0                | =        | \$600          |
| Lodging                             | \$800                      | +        | \$0                | =        | \$800          |
| Parking                             | \$120                      |          |                    |          | \$120          |
| Table and Chairs, etc.              | \$200                      |          |                    |          | \$200          |
| Misc. (vehicle rental, per diem)    | \$80                       | +        | \$0                | =        | \$80           |
| <b>TOTAL</b>                        | <b>\$3,475</b>             |          | <b>\$0</b>         |          | <b>\$3,475</b> |
| <b>OTHER:</b>                       |                            |          |                    |          |                |
| Coordination Costs                  | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        | \$0            |
|                                     | \$0                        | +        | \$0                | =        |                |
| <b>TOTAL</b>                        | <b>\$0</b>                 |          | <b>\$0</b>         |          | <b>\$0</b>     |
| <hr/>                               |                            |          |                    |          |                |
| <b>REGION/CVB<br/>PROJECT TOTAL</b> | <b>\$3,475</b>             | <b>+</b> | <b>\$0</b>         | <b>=</b> | <b>\$3,475</b> |